






EXPERIENCE MAP

This worksheet will help you map all the interactions between your venture and the consumer throughout all the different touchpoints. Map all of your venture's touchpoints across the experience journey, placing them in the digital, physical and interpersonal categories.

	I HEAR ABOUT IT	I LEARN ABOUT IT	I TRY IT	I USE IT	I SHARE IT
DIGITAL mobile experiences / website, etc.					
					
PHYSICAL Physical product, retail, etc.					
					
INTERPERSONAL Sales people, Service stuff, Cust. Service, Word of mouth.					
					



Reflect on each touchpoint impact on your venture's experience using the following questions:

Which touchpoints have the highest impact?

Which are costly to support, with dollars or human time? (ex: Social media isn't costly in dollars but requires time for community management)

How do the pieces of the experience fit together?